All of Palma´s mobility options at your fingertips
Palma de Mallorca, Spain

In brief

The City of Palma created an online platform, MobiPalma, which integrates mobility-related information. It provides real-time information on buses, the BiciPalma public bike scheme, current and forecast traffic situation, available parking spaces and an intermodal route planner. In addition, new channels of communication with citizens were opened up through the use of social media.

Context

Not so many actions related to ICT and 2.0 platforms have been deployed in the city of Palma. The main ones were:
- the use of internet tools to facilitate citizen participation in the current revision of the General Urban Master Plan
- -contactless smart card called 'citizens card' that can be used by the inhabitants to pay their bus journeys and to use the public bike system.
- -traffic control centre that is providing real-time information on congestion to influence route choices on the roads around the historic city centre.
- -The urban public transport company providing real-time bus departure information at bus stops.

In action

Palma used new Mobility 2.0 technologies to provide citizens access to integrated information on urban mobility, making sustainable mobility more attractive and optimising the use of alternatives to private vehicles. MobilPalma provides real-time information on buses, the Bicipalma public bike scheme, the current and forecast traffic situation, available parking spaces, taxi services and other functions such as an intermodal route planner. The online platform, which is particularly being used via the phone app, has been developed through extensive collaboration between Palma's Mobility Department and public companies EMT (public bus operator) and SMAP (operator of car parks and public bicycle system).Smartphone-based payment of bus tickets has also been developed and new websites were created for the Palma City Council Mobility Department, www.mobipalma.mobi, and for EMT, www.emtpalma.es , facilitating access to information and representing an increase in contact with citizens, who can now communicate more easily with the City Council, not only via these websites but also through the different social media profiles that were established during DYN@MO.

Results

- The MobiPalma app is available since January 2015, and at the end of the project in November 2016 it had more than 22,000 users and a high satisfaction rate among users

- Inclusion of dynamic information about charging points availability in the MobiPalma app
- Continuous increase of the number of tickets sold via the smartphone, totalling up to at least 15,000
- EMT launched a new website in October 2016 and had at the end of 2016 almost 2,700 followers on Twitter and 3,000 on Facebook
- A survey conducted in 2015 with public transport passengers revealed that 68% plan their trips based on information obtained from the new Mobility 2.0 tools (app, social networks, websites)

Challenges, opportunities and transferability

"As a citizen of Palma, I consider the app MobiPalma very useful. A convenient way of finding the nearest bus stops, lines and schedules, and also available parking places in car parks." –
Inés Aznar Rosselló, citizen of Palma

The political interest in the topic of Smart City created a favourable environment for Mobility 2.0 and that helped with the implementation process. Sometimes, hiring expertise from outside the company (EMT hired a company to develop all issues regarding to its web 2.0. activities) might be fruitful and cost-efficient. The content of the mobile application MobiPalma is continually being improved based on user feedback, and thanks to its open design, it is possible to incorporate new elements related to mobility such as the location of taxis and information on charging points for electric vehicles. This platform also incorporate the technology component, is well aware of the social networks as a communication channel between the users of public transport and public managers. Geographically, the platform can overcome administrative barriers (municipal boundaries) incorporating information on the traffic of other municipalities, integrating services of train, metro, intercity buses.

In depth

Find more information about this good practice from these links:
- www.mobipalma.mobi
- www.emtpalma.es
- http://www.civitas.eu/content/mobility-20-services
- http://www.civitas.eu/content/dynmo-final-brochure

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